

HANDOUT #5

Social Information

As you've gone around the district talking to people, you've picked up information, such as who talks to whom, who people think of as informal leaders, whose opinions are respected. You start asking people informally whose opinion they trust on curriculum matters, who they think are the strong people in the school community. You decide that this information may come in handy one day, so you develop sociograms to show the influential people and their followers.

This sociogram shows the influential people in the school community and their followers:

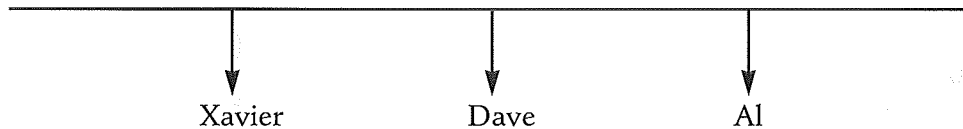
Eve Excel, a highly respected school administrator



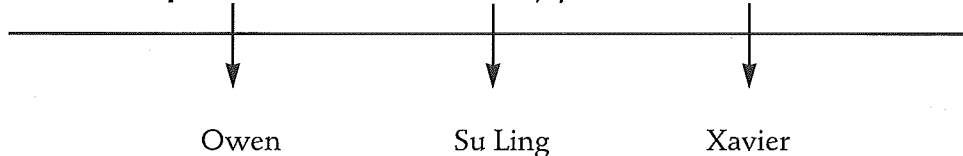
Juanita Jemm, a visionary leader who is trusted by many



Noriko Noble, a community leader who is on many committees



Ray Rhodes, an excellent teacher and local teacher union representative who has many friends in the school



Upton Ultra, a popular student who is often asked for his advice

